



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Capstrat
1201 Edwards Mill Road
Raleigh, NC 27607-3625

Contract # 904684

Schedule Dates 04/22/13-05/17/13
Advertiser/T-Code Blue Cross Blue Shield (1588)/069485795
Agency/T-Code Capstrat (7411)/844431978
Product Political - Non-Ballot Issue (1196)
Brand BLUE CROSS BLUE SHILED (177012)
Salesperson Schellenberg, Bob (1930)
Sales Office WCNC-Charlotte
Buyer Name
Phone/Fax /
CPE 91
Account Types Local/Political Issue - Agency
Billing Type Standard
Comments

Date Entered 04/08/13
Last Modified 04/08/13
Entered By Linda Fay
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,430.00
Net Total \$13,770.00
Sales Tax

| Charlotte (WCNC) (WCNC) | | |
|-------------------------|-----------|--------------------|
| By Broadcast Month | Spots | Rate |
| Apr. 2013 | 4 | \$4,000.00 |
| May. 2013 | 10 | \$12,200.00 |
| Grand Total: | 14 | \$16,200.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|-----------------|---------|
| 1.0 | Normal Line / SPOT | 04/22/13-04/26/13 | 4 | :30 | 6:59P- 7:30P (ET) | 2 | X | X | X | X | X | | | 2 | \$500.00 | \$1,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 2.0 | Normal Line / SPOT | 04/29/13-05/03/13 | 4 | :30 | 6:59P- 7:30P (ET) | 2 | X | X | X | X | X | | | 2 | \$500.00 | \$1,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 3.0 | Normal Line / SPOT | 05/13/13-05/17/13 | 4 | :30 | 6:59P- 7:30P (ET) | 2 | X | X | X | X | X | | | 2 | \$500.00 | \$1,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 4.0 | Normal Line / SPOT | 04/22/13-04/26/13 | 4 | 1:00 | 6:59P- 7:30P (ET) | 1 | X | X | X | X | X | | | 1 | \$1,000.00 | \$1,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 5.0 | Normal Line / SPOT | 04/29/13-05/03/13 | 4 | 1:00 | 6:59P- 7:30P (ET) | 1 | X | X | X | X | X | | | 1 | \$1,000.00 | \$1,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 6.0 | Normal Line / SPOT | 05/13/13-05/17/13 | 4 | 1:00 | 6:59P- 7:30P (ET) | 1 | X | X | X | X | X | | | 1 | \$1,000.00 | \$1,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 7.0 | Normal Line / SPOT | 04/23/13-04/23/13 | 4 | :30 | 10P- 11P (ET) | 1 | | X | | | | | | 1 | \$2,000.00 | \$2,000.00 | Charlotte (WCNC) (WCNC) | SMASH | 4/8/13 |
| 8.0 | Normal Line / SPOT | 05/14/13-05/14/13 | 4 | :30 | 10P- 11P (ET) | 1 | | X | | | | | | 1 | \$2,000.00 | \$2,000.00 | Charlotte (WCNC) (WCNC) | SMASH | 4/8/13 |
| 9.0 | Normal Line / SPOT | 05/01/13-05/01/13 | 4 | :30 | 9P- 10P (ET) | 1 | | | X | | | | | 1 | \$1,400.00 | \$1,400.00 | Charlotte (WCNC) (WCNC) | LAW & ORDER SVU | 4/8/13 |
| 10.0 | Normal Line / SPOT | 05/01/13-05/01/13 | 4 | :30 | 10P- Chicago Fire | 1 | | | X | | | | | 1 | \$2,800.00 | \$2,800.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |
| 11.0 | Normal Line / SPOT | 04/29/13-04/29/13 | 4 | :30 | 10:01P- Revolution | 1 | X | | | | | | | 1 | \$2,000.00 | \$2,000.00 | Charlotte (WCNC) (WCNC) | | 4/8/13 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|